

ORDER



Orders Order / Rev: 69314
 Alt Order #: /Brad
 Product Desc: Super Pac for America
 Estimate:
 Flight Dates: 11/01/12 - 11/06/12
 Original Date / Rev: 10/31/12 / 10/31/12
 Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
 Sales Office: MNAT
 Sales Region: National

Agency Name: Smart Media
 Buying Contact:
 Billing Contact:
814 King Street
Alexandria, VA 22314

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: SPACA SuperPac for America
 Demographic: A35+
 Product Codes: Issues/Propositions
 Priority: P-1
 Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/11/12	37	\$22,565.00	\$19,180.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	37	\$22,565.00	\$19,180.25	0.00
Totals	37	\$22,565.00	\$19,180.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WHP-TV CBS21	28%	\$22,565.00
Market	100%	\$80,589.29

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	72%	\$58,024.29
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																	
N 1	WHP	11/05/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M-----	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00																	
Romney																																
N 2	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	M- TF--	:30	2	\$150.00	P-1	0.00	NM	3	\$450.00																	
Romney																																
<table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 10/29/12</td> <td>11/04/12</td> <td>---TF--</td> <td>2</td> <td>\$150.00</td> <td>0.00</td> </tr> <tr> <td>Week: 11/05/12</td> <td>11/11/12</td> <td>M-----</td> <td>1</td> <td>\$150.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/29/12	11/04/12	---TF--	2	\$150.00	0.00	Week: 11/05/12	11/11/12	M-----	1	\$150.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																											
Week: 10/29/12	11/04/12	---TF--	2	\$150.00	0.00																											
Week: 11/05/12	11/11/12	M-----	1	\$150.00	0.00																											
N 3	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	M- TF--	:30	2	\$150.00	P-1	0.00	NM	2	\$300.00																	
Romney																																
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WHP-TV CBS21

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
N 3	WHP	11/01/12	11/05/12	M-F	5a-6a News	CM	5:30 AM	-6:00 AM	M- TF--	:30	2	\$150.00	P-1	0.00	NM	2	\$300.00		
Romney																			
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating									
Week: 10/29/12		11/04/12		---TF--		1		\$150.00		0.00									
Week: 11/05/12		11/11/12		M-----		1		\$150.00		0.00									
N 4	WHP	11/01/12	11/05/12	M-F	6a-7a News	CM	6:00 AM	-6:30 AM	M- TF--	:30	1	\$275.00	P-1	0.00	NM	2	\$550.00		
Romney																			
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating									
Week: 10/29/12		11/04/12		---TF--		1		\$275.00		0.00									
Week: 11/05/12		11/11/12		M-----		1		\$275.00		0.00									
N 5	WHP	11/01/12	11/05/12	CBS	This Morning	CM	7a-9a		M- TF--	:30	1	\$150.00	P-1	0.00	NM	2	\$300.00		
Romney																			
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating									
Week: 10/29/12		11/04/12		---TF--		1		\$150.00		0.00									
Week: 11/05/12		11/11/12		M-----		1		\$150.00		0.00									
N 6	WHP	11/01/12	11/05/12	M-F	5p-530p News	CM	5p-530p		M- TF--	:30	1	\$325.00	P-1	0.00	NM	2	\$650.00		
Romney																			
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating									
Week: 10/29/12		11/04/12		---TF--		1		\$325.00		0.00									
Week: 11/05/12		11/11/12		M-----		1		\$325.00		0.00									
N 7	WHP	11/01/12	11/05/12	M-F	530p-6p News	CM	530p-6p		M- TF--	:30	2	\$325.00	P-1	0.00	NM	3	\$975.00		
Romney																			
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating									
Week: 10/29/12		11/04/12		---TF--		2		\$325.00		0.00									
Week: 11/05/12		11/11/12		M-----		1		\$325.00		0.00									
N 8	WHP	11/01/12	11/05/12	M-F	6p-630p News	CM	6p-630p		M- TF--	:30	1	\$400.00	P-1	0.00	NM	2	\$800.00		
Romney																			
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating									
Week: 10/29/12		11/04/12		---TF--		1		\$400.00		0.00									
Week: 11/05/12		11/11/12		M-----		1		\$400.00		0.00									
N 9	WHP	11/05/12	11/05/12	CBS	Evening News	CM	630p-7p		M-----	:30	1	\$1,500.00	P-1	0.00	NM	4	\$3,340.00		
Romney																			
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating									
Week: 11/05/12		11/11/12		M-----		1		\$1,500.00		0.00									
Spot		Ch		Date Range		Description		Start/End Time		Weekdays		Length		Rate		Rtg			
1		WHP		11/05/12-11/11/12		CBS Evening News		630p-7p		M-----		:30		(\$1,500.00)		0.00			
See MG 9.2,9.3,9.4,9.5 [Preempted by NSM]																			
2		WHP		11/05/12-11/05/12		CBS Evening News		630p-7p		M-----		:30		\$3,000.00		0.00			
3		WHP		11/05/12-11/11/12		CBS This Morning Saturday		9a-11a		-----Sa--		:30		\$225.00		0.00			
4		WHP		11/05/12-11/11/12		Sa-Su LF		11:30 PM-12:30		11:30 PM-12:30		-----SaSu		:30		\$85.00			
5		WHP		11/05/12-11/11/12		ON M-F		2:30 AM-5:00 AM		2:30 AM-5:00 AM		MTWThF-----		:30		\$30.00			
6		WHP		11/03/12		Sa-Su 6p-630p News		RoCM		6p-630p		-----SS		:30		\$295.00			
CBS 21 News at 6p																			
Romney		Start Date		End Date		Weekdays		Spots/Week		Rate		Rating							
Week: 10/29/12		11/04/12		-----SS		2		\$295.00		0.00									

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Totals 37 \$22,565.00